



## **CAREER CLUSTER**

Marketing

## **INSTRUCTIONAL AREA**

Marketing

# **PRINCIPLES OF MARKETING EVENT**

## **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge).
- You will be evaluated on how well you meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

## **21<sup>st</sup> CENTURY SKILLS**

- Critical Thinking – Reason effectively and use systems thinking.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

## **PERFORMANCE INDICATORS**

1. Describe marketing functions and related activities.
2. Explain factors that influence customer/client/business buying behavior.
3. Discuss actions employees can take to achieve the company's desired results.
4. Demonstrate connections between company actions and results.

## **EVENT SITUATION**

You are to assume the role of regional sales director for BLOSSOMS, a regional chain of florist shops. The company will soon launch a new customer loyalty card. You will meet with one of BLOSSOMS' general managers (judge) to discuss the loyalty card and how it can be used in marketing.

BLOSSOMS offers customers fresh assortments of plants and flowers to be purchased as arrangements, bouquets or as stems. Each location has a steady stream of customers that tend to shop for special occasions, but not many customers that purchase flowers or plants without a special occasion in mind.

Beginning next month, BLOSSOMS will launch a new customer loyalty card. Membership is free, and points will be accrued for every dollar spent. The customer can choose to use the points for discounts or save points to redeem a free arrangement.

The general manager (judge) wants to know how the customer loyalty card will influence additional purchases and how the card can be used in marketing functions within the shop.

You will meet with one of the general managers (judge) to discuss the customer loyalty card in a role-play to take place in the manager's (judge's) office. The general manager (judge) will begin the role-play by asking you about the loyalty card. After you have discussed the customer loyalty card with the general manager (judge) and have answered the manager's (judge's) questions, the general manager (judge) will conclude the role-play by thanking you for your work.

# JUDGE'S INSTRUCTIONS

## DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures
2. 21<sup>st</sup> Century Skills and Performance Indicators
3. Event Situation
4. Judge Situation Characterization  
Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form  
Please use a critical and consistent eye in rating each participant.

## JUDGE SITUATION CHARACTERIZATION

You are to assume the role of a general manager at a local BLOSSOMS, a regional chain of florist shops. The company will soon launch a new customer loyalty card. You will meet with the regional sales director (participant) to discuss the loyalty card and how it can be used in marketing.

BLOSSOMS offers customers fresh assortments of plants and flowers to be purchased as arrangements, bouquets or as stems. Each location has a steady stream of customers that tend to shop for special occasions, but not many customers that purchase flowers or plants without a special occasion in mind.

Beginning next month, BLOSSOMS will launch a new customer loyalty card. Membership is free, and points will be accrued for every dollar spent. The customer can choose to use the points for discounts or save points to redeem a free arrangement.

You want to know how the customer loyalty card will influence additional purchases and how the card can be used in marketing functions within the shop.

You will meet with the regional sales director (judge) to discuss the customer loyalty card in a role-play to take place in your office. You will begin the role-play by asking the regional sales

director (participant) about the card. During the course of the role-play you are to ask the following questions of each participant:

1. With the introduction of the new loyalty program, what training will I need to give my staff?
2. Is it important that the loyalty cards be honored at every BLOSSOMS location? Why or why not?

After the regional sales director (participant) has given you an explanation and has answered your questions, you will conclude the role-play by thanking the regional sales director (participant).

You are not to make any comments after the event is over except to thank the participant.

# JUDGE'S EVALUATION INSTRUCTIONS

## Evaluation Form Information

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators being demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

## Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event chairperson and the other judges to ensure complete and common understanding for judging consistency.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 <sup>th</sup> percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 <sup>th</sup> percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 <sup>th</sup> percentile of business personnel performing this performance indicator.



**PRINCIPLES OF MARKETING, 2018**

Participant: \_\_\_\_\_

**JUDGE'S EVALUATION FORM**

I.D. Number: \_\_\_\_\_

**INSTRUCTIONAL AREA**

Marketing

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Describe marketing functions and related activities?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Discuss actions employees can take to achieve the company's desired results?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Demonstrate connections between company actions and results?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
5.	Reason effectively and use systems thinking?	0-1	2-3	4-5	6-7	
6.	Communicate clearly?	0-1	2-3	4-5	6-7	
7.	Show evidence of creativity?	0-1	2-3	4-5	6-7	
8.	Overall impression and responses to the judge's questions	0-1	2-3	4-5	6-7	
<b>TOTAL SCORE</b>						